

Message Text

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51

ACTION AF-18

INFO OCT-01 ADP-00 COME-00 EB-11 RSR-01 RSC-01 /032 W

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FM AMEMBASSY TANANARIVE

TO USMISSION GENEVA

INFO SECSTATE WASHDC 5417

UNCLAS TANANARIVE 0869

E. O. 11652: N/A

TAGS: ETRD, MA

SUBJ: MESSAGE FOR US FIRM

STATE PASS TO COMMERCE

1. GENEVA, PLEASE PASS FOLLOWING MESSAGE TO OSCAR
NEUNHOFFER, DIRECTOR CATERPILLAR OVERSEAS, 116 RUE DU
RHONE, GENEVA (TEL. 36-4000):

2. QUOTE: LOCAL FIRM HENRI FRAISE AND CO ., TANANRIVE,
HAS INFORMED AMERICAN EMBASSY THAT IS HAS RECENTLY OBTAINED
CONTRACTS FOR SUPPLY OF CATERPILLAR EQUIPMENT TO TWO AGENCIES
OF MALAGASY GOVERNMENT INITIATING DEVELOPMENT PROGRAMS--
SOCIETE POUR LE DEVELOPPEMENT ECONOMIQUE DE LA REGION DE
MORONDAVA (SODEMO) WHICH IS CARRYING OUT \$15 MILLION
WORLD BANK- FINANCED AGRICULTURAL SCHEME AND DIRECTION DES
EAUX ET FORETS WHICH HAS EXTENSIVE ONGOING REFORESTATION
PROGRAM. FRAISE HAS FORWARDED ORDERS TO YOUR OFFICE AS
FOLLOWS: FOR SODEMO ORDER NUMBERS 30130483/84 TWO D-6
BULLDOZERS, REQUIRED DELIVERY DATE, AUGUST 1973, PORT
OF MORONDAVA ; FOR DIRECTION DES EAUX ET FORETS ORDER
NUMBERS 30130487/88/89- ONE D-6 BULLDOZER, ONE 920
LOADER, 112 F MOTOR GRADER- REQUIRED DELIVERY DATE
OCTOBER 1973, PORT OF TAMATAVE.

3. FRAISE INDICATES THAT YOUR OFFICE HAS INFORMED IT
THAT CATERPILLAR WOULD NOT RPT NOT BE ABLE TO SUPPLY THIS
EQUIPMENT BY REQUIRED DELIVERY DATES. IN LETTERS TO FRAISE
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(WHICH EMBASSY HAS SEEN) , BOTH SODEMO AND DIRECTION DES
EAUX ET FORETS HAVE CONFIRMED THAT EQUIPMENT MUST BE
DELIVERED BY DATES INDICATED ABOVE IN ORDER THAT DEVELOPMENT
PROGRAMS CAN PROCEED ON SCHEDULE.

4. THOUGH AMOUNT OF EQUIPMENT INVOLVED AT THIS TIME IS SMALL,
BOTH GOVERNMENT AGENCIES WILL BE PRUCHASING SIMILAR
EQUIPMENT IN FUTURE IN CONNECTION WITH THESE DEVELOPMENT
PROGRAMS. IF CATERPILLAR CAN MEET PRESENT REQUIREMENTS IT IS
THEREFORE VERY POSSIBLE THIS COULD LEAD TO MORE SIZEABLE
SALES. CATERPILLAR FACES STIFF COMPETITION HERE FROM
LOCAL REPRESENTATIVES OF SEVERAL NON- US SUPPLIERS AND IT
IS IMPORTANT THAT FRAISE BE ABLE TO DEMONSTRATE TO
MALAGASY GOVERNMENT CATERPILLAR CAN MEET REQUIREMENTS
IN TIMELY FASHION.

5. FOR THESE REASONS I WOULD HOPE THAT YOUR OFFICE
DO EVERYTHING IT CAN TO HELP MEET REQUIRED DELIVERY DATES IN
THESE TWO CASES. BY DOING THIS I BELIEVE THAT YOU WILL NOT
ONLY BE FOSTERING FUTURE CATERPILLAR SALES IN MADAGASCAR BUT
WILL ALSO BE HELPING STRENGTHEN PRESENT RATHER WEAK POSITION
OF US BUSINESS IN THIS MARKET. SINCERELY, JOSEPH A.
MENDENHALL, AMBASSADOR. UNQUOTE.
MENDENHALL

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NNNNMAFVVZCZ

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